

Marketing Managers (11-2021)

Occupation description: Plan, direct, or coordinate marketing policies and programs, such as determining the demand for products and services offered by a firm and its competitors, and identify potential customers. Develop pricing strategies with the goal of maximizing the firm's profits or share of the market while ensuring the firm's customers are satisfied. Oversee product development or monitor trends that indicate the need for new products and services.

Employment and Job Openings

	Average employment			Average annual openings		
	2010 estimate	2020 projection	Percent change	Growth	Replacement	Total
Alaska	295	331	12.2	4	8	12
United States	178,200	202,400	13.6	2,420	5,180	7,600

Job outlook

Alaska: Alaska's employment growth is moderate with moderate employment opportunities. [Read more.](#)

2013 Wages ?

	Mean Wage and 95% Confidence Interval			Wage by Percentile		
	Low	Mean	High	10th	Median	90th
United States	n/a	64.28	n/a	30.98	59.24	0.00
Alaska	37.64	39.91	42.18	22.36	39.61	59.19
Anchorage/Mat-Su Area (MSA)	37.64	40.58	43.52	22.39	39.68	60.50

Labor Force Indicators

2012 Worker Characteristics

Total workers	Nonresident workers	Percent nonresident	Percent age 45 plus	Percent age 50 plus
309	32	10.4	52.3	38.7

2012 Potential Supply

Qualified but working in another occupation	94
Currently employed in a lower paid occupation	63
UI claimants previously working in occupation	14

2012 ALEXsys Employment Data

Number of registrants	330
Number of job position postings	82
Ratio of registrants to job position postings	4.0

Typical Entry-level Education, Experience, and/or On-the-job Training

Education: Bachelor's degree

Work experience: 1 to 5 years **On-the-job training:** None

Training Resources

	Degree
University of Alaska Anchorage	
Marketing	BBA

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June 29, 2014